

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	<u>PATENT APPLICATION</u>
)	
Inventors: Barry S. McAuliffe, et al.)	Examiner: Arthur D. Duran
)	
Application No.: 10/074,386)	Art Unit: 3622
)	
Filed: February 12, 2002)	Confirmation No.: 5570
)	
Title: Manufacturer Incentive System)	
)	

FILED ELECTRONICALLY ON: MAY 11, 2010

RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Introductory Comments:

This communication is in response to the Non-Final Office Action mailed January 11, 2010. The shortened statutory period for response expired on April 11, 2010, therefore this response is accompanied by a one-month extension fee extending the time for response to May 11, 2010. Accordingly, this response is timely filed.

Reconsideration is respectfully requested in view of the following amendments and remarks.

Amendments to Claims begin on page 2 of this paper.

Remarks begin on page 8 of this paper.